

EAST TENNESSEE STATE UNIVERSITY



Quarterly Report
4th Quarter, period ending
June 30, 2021

Dear Loyal ETSU Supporters,

Thank you to all of our alumni, friends, partners, and especially to our Foundation Board of Directors and President's Circle members for your continued support of the university. Over the past 18 months, we have all worked together to minimize the effects of the pandemic on our operations. Under the leadership of President Noland and his executive team, we are now stronger and are collaborating more than ever. As fall approaches, we look forward to the return of students on campus and the excitement the fall semester will bring.

- Campaign Update: With the help of our enthusiastic and generous alumni, partners, and friends, we nearly surpassed (one year early!) our initial campaign goal of \$120M. We have currently secured \$117M. While this kind of success is noteworthy (during a pandemic!), we still have a distance to go. In particular, there are two areas of priority, in which we need your help:
 - * Faculty Support (\$11.2M still needed). While the pandemic resulted in an increased focus on student needs, we must still empower our faculty through opportunities such as distinguished professorships and chairs as well as new endowments. Faculty are the lifeblood of ETSU. The minds and lives of tomorrow's leaders are influenced by them. Through their teaching and research, our faculty share new knowledge and shape new ideas.
 - * Facility Support (\$28.9M still needed). ETSU is planning future building and renovation projects, breathing new life into our campus home. Facilities help transform the experience of our students, impacting everything from where they learn to where they sleep. A few opportunities in this area are:
 - Renovation of Lamb Hall
 - ♦ Undergraduate Academic Building
 - ♦ Prosthetics & Orthotics program to include lab and classroom space, offices, storage, lobby area, equipment, etc.

For more information, visit www.etsu.edu/campaignforetsu.

• The New Foundation Board took their positions on July 1, 2021. We welcome Tracy Fleenor, Tommy Greer, Jennifer Keller, Grant Summers, and Sandy Thomas. A special thanks to Anita Bates, Bill Breeding, Heidi Dulebohn, Joe Grandy, and Gerald Thomas for their service!

Again, thank you for all your advice, leadership, and support; and Go Bucs!

Sincerely,

Pamela S. Ritter

Vice President for University Advancement

President/CEO of ETSU Foundation

Pam Ritter

P.S. The President's Circle exists to recognize donors to the university! When you donate \$500 or more to area(s) you choose, we will invite you to special events and send you information about our progress (like this report). I encourage you to make your gift **today** by visiting www.etsu.edu/give.

Major Giving

We are currently conducting a search for a Director of Development (DoD) for Clemmer College (Education). The previous DoD, Ben Weakley, left the college in early July to accept a position with another organization. Both Advancement and Clemmer College staff will be conducting interviews in August with hopes of the new Director starting in September.

Advancement Services

- ♦ Reviewing new CRM (Customer Relationship Management) systems for the Foundation's next database of record.
- ♦ Supported Day of Giving activities before, during, and after the event.
- ♦ Screened and loaded new emails & phone numbers for records missing this information.

Annual Giving

- ♦ Very successful Day of Giving on 4/15/21, with over 875 gifts, totaling \$307K at the end of the 24-hour period.
- ♦ 2022 Day of Giving is scheduled for 4/19/22; we plan to involve students next year.
- ♦ We closed the fiscal year 9.6% above last year for annual giving (gifts \$10K and below).

• Planned Giving

- ♦ Pending legislation may increase RMD (Required Minimum Distribution) age to 73 in 2022, 74 in 2029, and 75 in 2032.
- ♦ The total value of privately-held real estate is approximately double that of the entire publicly-traded stock market, yet represents less than 2% of all charitable gifts.

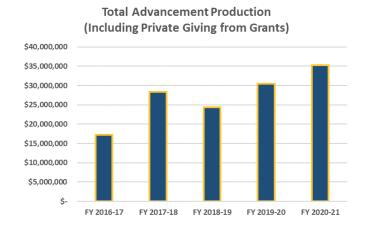
• Alumni Association

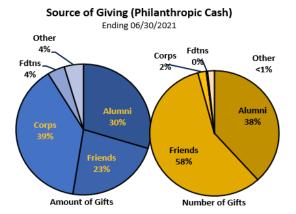
- ♦ Throughout the month of April, we hosted the Alumni Assembly Series featuring President Brian Noland, a virtual town hall series targeting regions with our largest concentration of Alumni. We had over 135 Alumni participating in one of these sessions.
- We celebrated Homecoming this spring with various events including the ETSU Black Alumni Assembly's Virtual Tailgate Celebration.
- ♦ In May, we hosted an event for Alumni in Scottsdale, AZ in conjunction with the Men's Golf Team's appearance in the NCAA Championship.
- Throughout the summer, the Alumni staff have participated in each New Student Orientation, welcoming Alumni and their Legacy Students to campus.

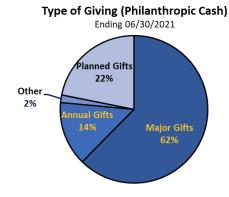
WETS-FM

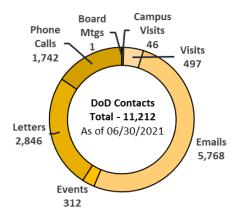
- ♦ WETS-FM raised over \$360K from listeners and other partners in FY 2021-22.
- ♦ Next fund drive is September 7—October 2, 2021.

PERFORMANCE METRICS FOR FY 2020-21:









Private giving in the form of grants reached \$15.73M this year, remaining steady with the previous FY. **This brings total recorded giving for 2020-21 to \$35.22M.** The chart below summarizes Net Production, Philanthropic Cash, and the Annual Fund but does not include grants.

		Net Production	Philanthropic Cash	Annual Fund			Net Production	Philanthropic Cash	Annual Fund
Arts & Sciences	FY2020-21	1,706,983.39	906,434.79	145,964.28	Pharmacy	FY2020-21	178,395.33	176,942.85	82,604.99
	FY2019-20	776,173.36	674,565.66	150,640.37		FY2019-20	205,825.50	196,941.34	64,324.50
	Variance	930,810.03	231,869.13	(4,676.09)		Variance	(27,430.17)	(19,998.49)	18,280.49
Business & Technology	FY2020-21	2,503,384.73	861,537.03	123,744.16	Public Health	FY2020-21	108,237.23	104,051.83	50,581.87
	FY2019-20	1,408,207.64	502,247.03	112,131.22		FY2019-20	1,631,633.78	1,629,578.78	44,118.81
	Variance	1,095,177.09	359,290.00	11,612.94		Variance	(1,523,396.55)	(1,525,526.95)	6,463.06
Clinical & Rehab Health Sciences	FY2020-21	288,304.73	287,125.32	25,506.40	Student Life & Enrollment	FY2020-21	684,018.45	486,049.83	212,851.52
	FY2019-20	254,570.68	121,133.04	24,934.69		FY2019-20	492,344.68	437,771.79	223,153.04
	Variance	33,734.05	165,992.28	571.71		Variance	191,673.77	48,278.04	(10,301.52)
Clemmer (Education)	FY2020-21	10,727,981.32	119,655.81	55,563.40	Sherrod Library	FY2020-21	8,936.66	8,986.66	8,286.66
	FY2019-20	76,812.85	66,237.85	29,842.23		FY2019-20	168,833.76	9,343.76	8,523.76
	Variance	10,651,168.47	53,417.96	25,721.17		Variance	(159,897.10)	(357.10)	(237.10)
Graduate & Continuing Studies	FY2020-21	30,821.90	27,571.90	18,351.90	Capital Projects	FY2020-21	220,211.08	569,603.95	N/A
	FY2019-20	224,237.70	224,203.59	20,083.59		FY2019-20	1,492,365.57	2,198,378.02	N/A
	Variance	(193,415.80)	(196,631.69)	(1,731.69)		Variance	(1,272,154.49)	(1,628,774.07)	N/A
Honors College	FY2020-21	44,796.92	20,046.92	9,482.12	Athletics	FY2020-21	733,306.80	2,446,379.25	342,619.57
	FY2019-20	1,081,963.40	10,989.40	10,079.40		FY2019-20	1,698,294.64	1,299,999.73	382,543.06
	Variance	(1,037,166.48)	9,057.52	(597.28)		Variance	(964,987.84)	1,146,379.52	(39,923.49)
Medicine	FY2020-21	320,955.65	311,161.21	126,747.56	WETS-FM	FY2020-21	365,344.03	368,369.83	347,095.33
	FY2019-20	669,347.43	504,202.06	82,230.41		FY2019-20	569,334.32	502,591.39	289,752.39
	Variance	(348,391.78)	(193,040.85)	44,517.15		Variance	(203,990.29)	(134,221.56)	57,342.94
Nursing	FY2020-21	392,309.65	279,502.54	33,318.38	University Wide	FY2020-21	1,174,188.56	3,099,177.92	144,875.10
	FY2019-20	1,331,135.63	111,535.63	27,919.77		FY2019-20	16,138,086.97	1,239,883.33	103,297.21
	Variance	(938,825.98)	167,966.91	5,398.61		Variance	(14,963,898.41)	1,859,294.59	41,577.89
						FY2020-21	19,488,176.43	11,772,597.64	1,727,593.24
					Total	FY2019-20	28,135,032.91	9,729,602.40	1,573,574.45
						Variance	(8,646,856.48)	2,042,995.24	154,018.79

NET PRODUCTION = total gifts and pledges recorded; includes planned gifts; excludes payments on prior year pledges

PHILANTHROPIC CASH = total cash received

ANNUAL FUND = typically those gifts \$1K and below, excluding gifts to capital funds or endowments

Report Schedule:

- 1st Quarter Arts & Sciences, Business & Technology, Clemmer College, and Medicine
- 2nd Quarter Clinical & Rehabilitative Health Sciences, Nursing, Pharmacy, and Public Health
- 3rd Quarter Athletics, Student Life & Enrollment, University Programs, WETS-FM, and the Martin Center for the Arts
- 4th Quarter Annual Report